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E. James'

1948 MID-YEAR PLANTING GUIDE



CHRYSANTHEMUMS • PELARGONIUMS
PETUNIAS • FUCHSIAS • CARNATIONS



3 CHOICE PERENNIALS

Aster Frikartii. One of the choicest cut-flowers for summer and fall. Lavender-blue starlike flowers with yellow centers, are borne in profusion on long, strong stems. 75c each.

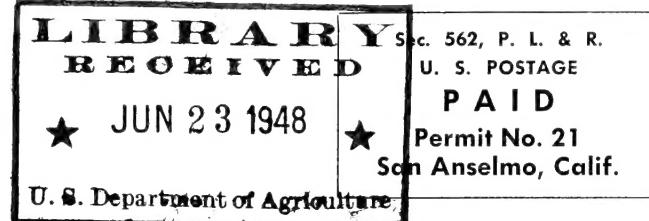
IMPROVED SHASTA DAISIES

Marconi. Large shaggy flowers are snow-white with yellow centers. Long-stemmed blooms summer and fall. 60c each.

Esther Reed. A dependable and beautiful white cut-flower. Completely double flowers from spring to fall. 60c each.

E. JAMES NURSERY
8715 MacArthur Boulevard
Oakland 5, Calif.
Sweetwood 8-4420

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Library
U. S. Dept. of Agriculture
Washington 25, D. C.

E. James' Chrysanthemums

Well-rooted Plants: 25c each,
12 for \$2.50

EXHIBITION & LARGE FLOWERED

The largest-flowered type. Blooms reach magnificent proportions when plants are disbudded.

Aristocrat. Clear orchid-pink. Mid-season.

Betty. Medium large bronze, incurved petals. Mid-season.

Bronze Turner. Medium-height plants with buff-bronze incurved petals. Mid-season.

Coronation Amaranth. Incurved mauve petals with crimson reverse. Late.

Daybreak. Opens yellow, passing to apricot pink. Late.

December White. Large incurved petals open lemon-yellow, turn white. Late.

Helen Frick. Deep lavender incurved petals. Late.

Evening Glow. Bright golden-yellow. Early.

Indian Chief. Deep mahogany-bronze. Mid-season.

Mrs. G. C. Mason. Bronzy-red with gold reverse. Late.

Mrs. Harry Turner. Crimson flowers with incurved petals. Late.

Pink Turner. Very pleasing shade of pink. Mid-season.

William Turner. Large ball-shaped flowers pure white. Mid-season.

White Chieftain. White incurved petals with creamy center. Mid-season.

Yellow Turner. Large light-yellow flowers with incurved petals. Mid-season.

CASCADE

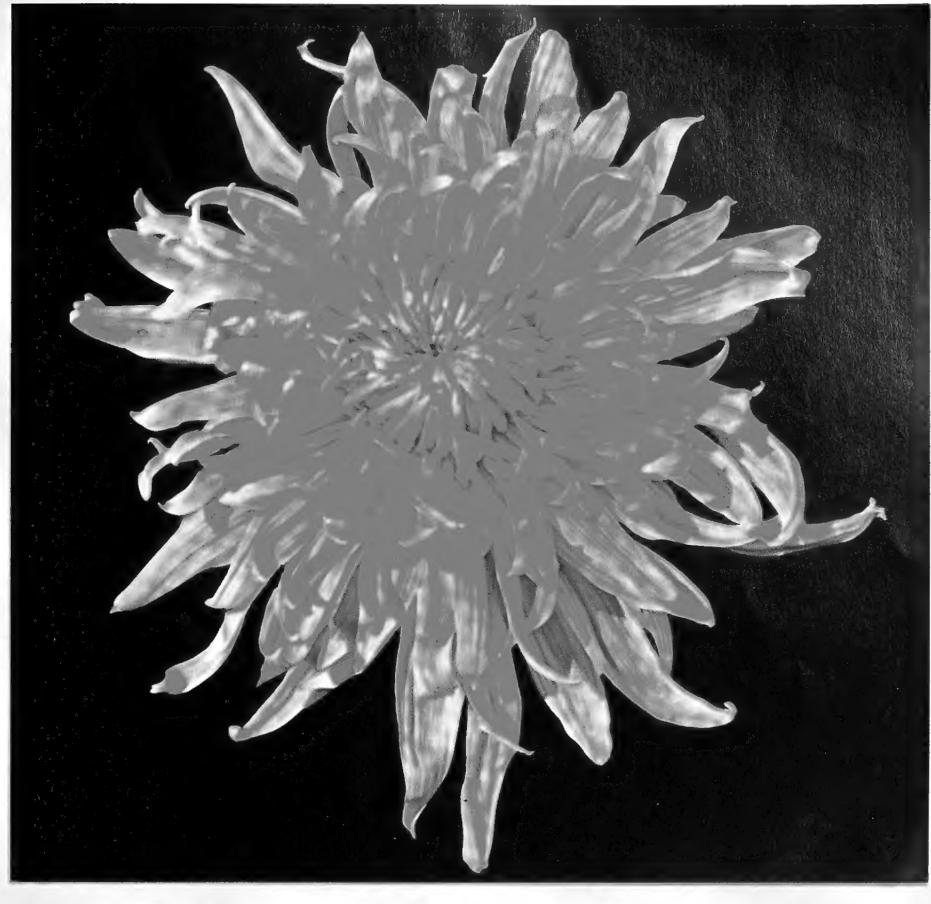
Suitable for culture in pots and training as cascades of small single flowers.

Anna. Small semi-double white. Early.

Lighthouse. Bronze-red. Early.

Little Princess. Tiny golden-yellow anemone-flowered. Mid-season.

Purple Queen. Small bright-purple anemone. Mid-season.



DAYBREAK



SPOONS

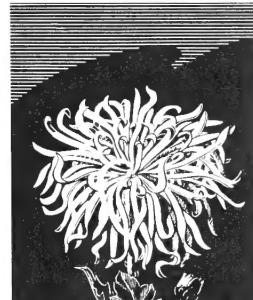
Unique flowers have long tubular petals with spoon-shaped tips.

Brilliance. Long tubular petals buff-rose with maroon tips. Mid-season.

Matchsticks. Chamois-pink tubular petals. Mid-season.

Yellow Spoon. Small, lemon-yellow. Early.

White Matchsticks. Medium-sized white flowers. Mid-season.



SPIDERS

Graceful, long, curving tubular petals are charming and effective.

Bess Witt. Long tubular petals bronzy-orange. Mid-season.

Kay Tashima. Very full flowers, pure white. Mid-season.

Japanese Maiden. Yellow with red tinges. Late.

Mitsuto. Large pale blush-pink with yellow center. Mid-season.

Okwan. Darker bronze than Bess Witt.

Peggy Ann Hoover. Narrow tubular petals, shell-pink. Mid-season.

Red Spider. Large crimson-maroon. Mid-season.

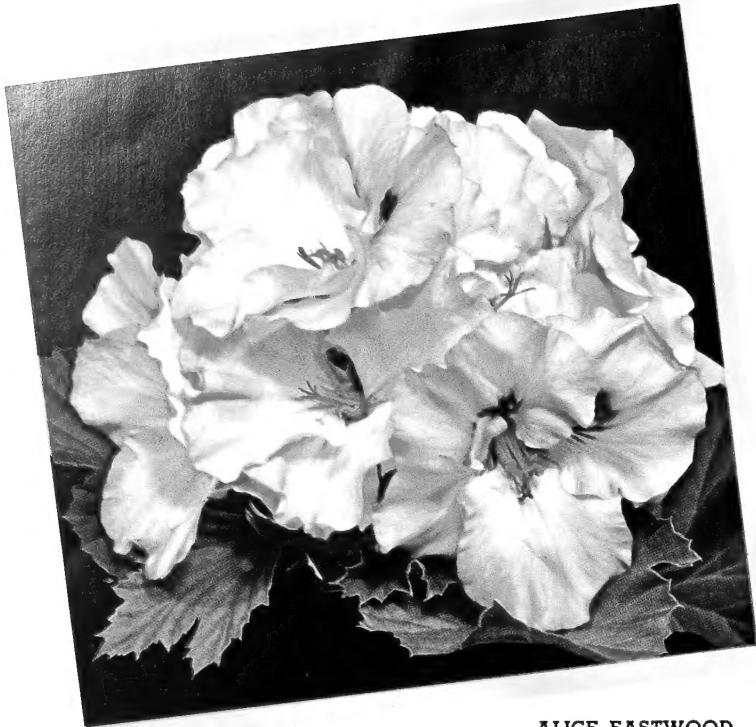
San Gabriel. Thread-like tubular petals, golden-yellow. Late.

KOREAN HYBRIDS

Daisy-like flowers on exceptionally hardy plants. Begin blooming early and last over long season.

Mercury. Coppery-bronze and red.

Psyche. Shell pink.



ALICE EASTWOOD



PRAIRIE FIRE

Pelargoniums

CHOICE VARIETIES

4" Pots: 75c each

Azalea. Large blooms; upper petals rosy-red, blotched deeper red, lower petals pink.

Ballerina. Ruffled pastel pink. Its large flowers and free-flowering habit have made this the best new pink.

Edith North. Salmon pink with deeper shading on upper petals, blotched dark brown.

Empress of Russia. Rosy-maroon petals have white edging and very deep center.

Grosmama Fischer. Rich salmon-pink with edges and blotches brownish-black.

Hailie Selassie. Rosy-violet with brown blotches, veined maroon.

Mary Bard. Large snow-white with mallow-purple markings at base of petals.

Marie Rober. One of the deepest-colored pelargoniums. Purple magenta to black.

Queen of Hearts. Rosy-red lower petals and deeper in upper petals, velvety black blotch.

Rhapsody. Velvety-crimson upper petals and lower petals salmon, overlaid with crimson.

Stardust. Shimmering frosty-lilac petals. Large flowers and compact habit.

Sue Jarrett. Salmon-pink; unusual markings to dark center spot and heavily blotched dark maroon.

Springtime. Beautiful salmon-pink flowers over a long season.



NEW 1948 PELARGONIUMS

Alice Eastwood. (Schmidt.) Delightful soft rose-pink lower petals with two short dark stripes at the base. Top petals are shaded slightly deeper with velvety-red spot at center. 4" pots \$1.50.

Jungle Night. (Brown.) Large flowers are deepest maroon overlaid with velvety black. Petals are waved and curled. Strong upright grower. 4" pots \$2.00.

Prairie Fire. (Schmidt.) Soft pink lower petals are veined brown and flushed salmon-orange. Upper petals are heavily veined and overlaid brown-black in center, flushed with orange-salmon to the pink border. 4" pots \$1.50.

1947 INTRODUCTIONS

4" Pots: \$1.00 each

Gay Nineties. (Schmidt.) Glistening white with brilliant raspberry-rose blotches. Large umbels and free flowering.

Heartbeat. (Kerrigan.) Sparkling rosy-red petals edged white. Free-flowering and compact habit.

Spring Song. (Kerrigan.) Wavy delicate pink petals splotched velvety-red and veined crimson. Large umbels, exceptionally free-flowering.

Vagabond. (Schmidt.) Deepest maroon with velvety sheen and contrasting penciled edge of rosy-lilac; reverse silvery-white. Long lasting flowers for corsage or for cutting.

Waltz Time. (Schmidt.) Large petals lavender-orchid with velvety-violet spots. Free flowering, large umbels.

New "PARADE OF STATES" Carnations

1 gallon containers: 75c each, 12 for \$7.50 · 4" Pots: 50c each, 12 for \$5.00

FRAGRANT VARIETIES WITH VARIEGATED COLORS

Connecticut. White ground penciled and striped crimson-purple. Large full flowers are exceedingly fragrant.

Louisiana. Apricot ground heavily striped with rich scarlet.

Nebraska. White ground penciled and picoted with bright scarlet.

New York. Rose-pink ground irregularly mottled and penciled with scarlet.

Pennsylvania. Immense flowers reach 4 1/2 inches in diameter under normal conditions. Light apricot ground with penciling and striping of scarlet.

West Virginia. Deep yellow ground, penciled and stippled scarlet. Vigorous and free-blooming.

FRAGRANT VARIETIES WITH SOLID COLORS

Arizona. Large flowers are intense scarlet and deliciously fragrant.

Iowa. Large flowers are rose-pink and very fragrant.

Michigan. Pure white with elegant perfume.

North Dakota. Sweetly scented daybreak pink.



ATTENTION, PLEASE!

Our Nursery is now
CLOSED ON THURSDAY

instead of Wednesday

We are co-operating with the leading Nurserymen of this area, who have adopted a uniform closing day.

Remember, please, we are now
CLOSED ON THURSDAY
OPEN SUNDAY

Your co-operation will be appreciated

E. JAMES NURSERY

8715 MacArthur Boulevard

Oakland 5, California

leaves. Margins wavy, dentate, pink petals spotted velvety-red and veined crimson. Large umbels containing all free flowering.

Double Petunias

Cutting-Grown from Selected Stock Plants

4" Pots: 50c each, 12 for \$5.00

Blue Brocade. Gardenia-like flowers are an attractive violet-blue.
Camellia. Camellia-type flowers are purplish-blue with white markings.
Chief. Large open flowers are coppery-pink. Excellent potted plant.
Gary Gregson. Pelargonium type with medium purple petals.
General Long. Very double deep rose pink with copper tones.
Gentlemen's Choice. Large strongly fringed flowers are purple and white.
Ladies Prefer. Fully-double flowers are soft salmon-pink.
Margie. Very double white with orchid markings.
Snow White. Large double pure white flowers on compact plants.
Toreador. Double frilled flowers are terra-cotta with white markings.



MARGIE

Fuchsias

1948 Introductions

4" Pots: \$1.25 each

Irish Rose. (Reiter.) An entirely new coloring in Fuchsias. Medium-sized flowers are fully double, with pale chartreuse tube and petals of delicate rose. Nothing approaches the delicacy of coloring in this new fuchsia.

Mantilla. (Reiter.) A sensational new trailing Fuchsia. Entire flower is a uniform deep carmine, with spreading petals and pagoda-like sepals. Tubes are extremely long, measuring to 3-3½" in length.

Valentine. (Reiter.) Huge semi-double, spreading corolla is deepest Imperial Purple fading to white at the base of each petal. Tube and sepals are white-flushed rose. Growth is strong and loose.

1947 Introductions

4" Pots: 75c each

Joan of Arc. (Reiter.) Tall growing double white, better than Ave Maria.

Mazda. (Reiter.) A greatly improved Sunset. Crisp deep carmine sepals and deeper carmine petals. Grows vigorously.

Seventeen. (Reiter.) One of the finest new Fuchsias. Double corolla and long sepals are clear rose-pink. Free blooming.

Uncle Jules. (Reiter.) A giant double purple and crimson of exceptional quality. Campanula-violet petals and deep crimson sepals.



CAMELLIA

CHOICE VARIETIES AND OLD FAVORITES

4" Pots: 60c each, 12 for \$6.00

UPRIGHT DOUBLES

Anna. Corolla strong magenta, sepals deep carmine.

Desert Rose. Large blooms have royal-purple petals, sepals bright rosy-crimson.

Fascination. Corolla soft rose, sepals deep pink, streaked.

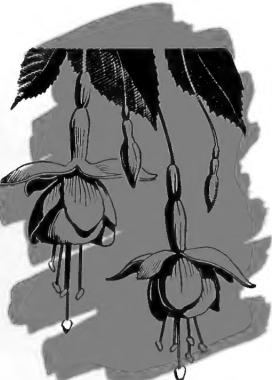
Gypsy Queen. Large rosy-mauve corolla, deep crimson sepals.

Lucky Strike. Bluish-orchid corolla, pink sepals.

Patty Evans. Corolla white, veined rose-pink, sepals waxy-white tinted soft rose.

Reiter's Giant. Very large Petunia-purple corolla, carmine sepals.

Storm King. Sepals deep carmine, corolla white and rose.



Sunburst. Corolla orange-red, tube and sepals white to pale carmine.

Titanic. Corolla carmine and purple, sepals carmine. Recent and very choice.

Wood Violet. Corolla violet, tube and sepals dark red.

UPRIGHT SINGLES

Fanfare. Corolla rich pure scarlet, sepals glowing turkey-red.

Gay Senorita. Bell-shaped corolla deep lilac, flushed rose, sepals waved and reflexed.

Sacramento. Sepals, corolla and tube light carmine, petals long and straight with thin margin of deeper carmine.

Whitemost. Single white petals with pale pink sepals. Vigorous; free blooming.

HANGING BASKET (TRAILING)

Butterfly. Single corolla rose-bengal, sepals and base of corolla crimson.

Cascade. Deep carmine single corolla, slender white sepals flushed pale carmine.

Marinka. Corolla single and crimson, sepals solid red.

Muriel. Rosy-lilac single corolla, red reflexed sepals.

Red Spider. Long tube and narrow sepals deep red. Single corolla deep rose, veined and margined crimson.

San Mateo. Deep violet double corolla with pink splashes, up-curved sepals pink.

Well-rooted Plants: 25c each,

12 for \$2.50

Bronze

Argo. Bronze with copper tints. Early.

Bronze Masterpiece. Apricot-bronze, tinted gold at center. Late.

Legal Tender. Rich gold, mahogany tints. Mid-season.

Purple

Amethyst. Large clusters of reddish-purple flowers. Late.



POMPONS

Pink

Fair Maid. Daybreak pink with bronze tones in center. Early.

Pink Pearl. Light rose pink, fully double. Mid-season.



White

Sea Foam. Creamy-white. Early.

Pearl. White with shell-pink blush. Mid-season.



Yellow

Autumn Glints. Large flowers with golden-yellow petals, crimson reverse. Mid-season.

Hashegawa. Large golden-yellow. Late.



Red

Rufus. Crimson-maroon, low compact habit. Early.

Wildfire. Showy brilliant red, holds color. Late.



SINGLES

Afterglow. Peach-pink changing to old rose. Mid-season.

Golden Menza. Rich golden-yellow. Mid-season.

Sarong. Bright crimson-scarlet. Late.

Vagabond. Apricot-buff on strong stems. Mid-season.



CUSHIONS

Very dwarf plants with a multitude of showy flowers from September until frost.

Amelia. Bright pink.

Champion. Bronzy-red turning to golden bronze.

King Cushion. Rich dark-red.

Edgar A. Guest. Yellow, bronze reverse.

ANEMONE

Flat, broad petals in outer rows surround cushion center.

Beautiful Lady. Large-flowered bright pink, yellow cushion. Mid-season.

Daisy. Rich deep maroon with gold center. Compact, free flowering. Mid-season.

Frieda. Clear orchid-pink with light-yellow cushion. Mid-season.

Golden Pheasant. Outer petals lemon-yellow, cushion golden-yellow. Early.

Orange Glow. Rich bronzy-yellow. Mid-season.

Sincerity. Pure white with white florets. Early.